The Manufacturing Confectioner

with INTERNATIONAL CONFECTIONER

Improve your Reading

Dilatometry in Candy

JANUARY 1956

YOUR *Easter Eggs* WILL HATCH NOTHING BUT PROFITS

when you flavor them with Dolco Imitation Coconut #5245

Another member of the famous Dolco 5200 Flavor Line. Coconut #5245 meets all the most exacting requirements for high quality, low cost flavoring. True to type taste is obtained with only ¼ oz. flavor to 100 pounds of fondant or cream centers . . . and cost is minimum. *Kosher approved for Passover Candies.* Make best sellers of your Easter or Passover line. Try Dolco Imitation Coconut #5245. Trial quantities on request.

Essentially for You

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ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • FLAVOR BASES • DRY SOLUBLE SEASONINGS

Sure it sells faster . . . it looks better in Saran Wrap

Saran Wrap
added protection

When extra protection is important, shoppers look for this hallmark.

Coast-to-coast sales prove candy invites more sales in glistening Saran Wrap bags. Here is the crystal-clear packaging that protects all the freshness and flavor you pack . . . and gains impulse sales for you by putting extra taste-appeal on display.

Saran Wrap* is the completely transparent plastic film . . . satin soft, pliable and tough. That's why it makes neater packages that keep their eye-appeal in spite of customer handling. Saran Wrap bags never crack or cloud up, maintain constant protection, keeping candy as fresh as the day it was packed.

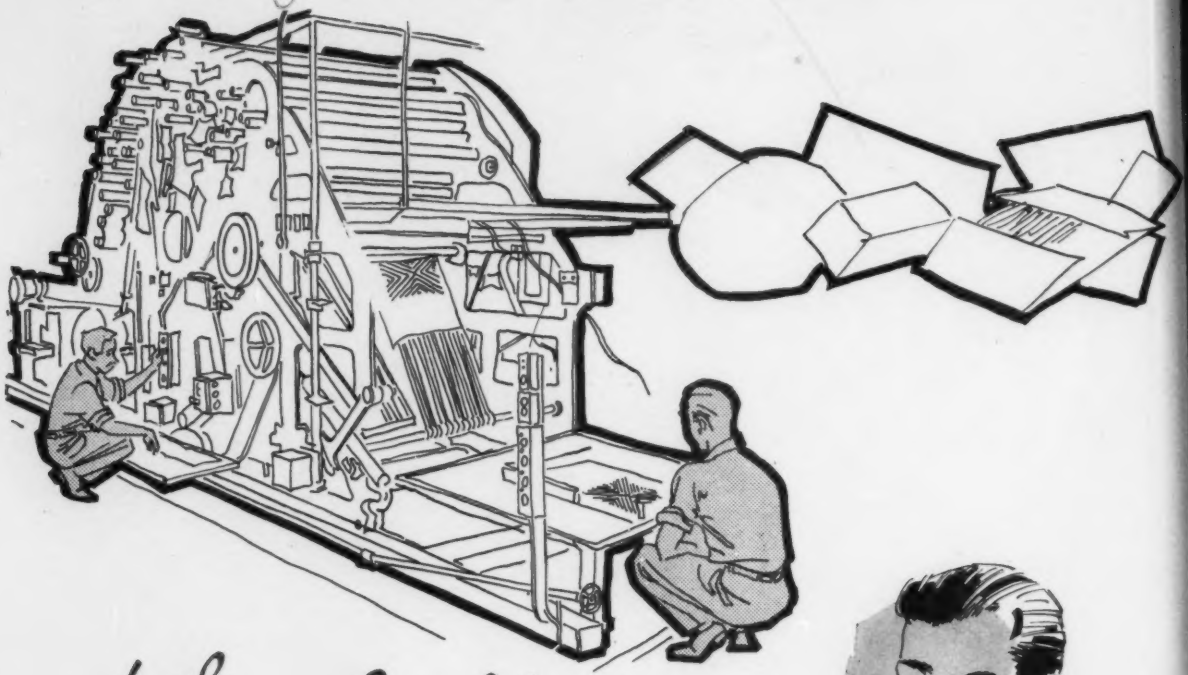
Shoppers know Saran Wrap keeps foods fresh far longer . . . they rely on it in their homes. They'll show you they like what they see in Saran Wrap, too. Switch now and put the Saran Wrap hallmark of protection on your packages. Remember, Dow's packaging service is at your disposal†. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales PL604C.

*Trademark of The Dow Chemical Company.

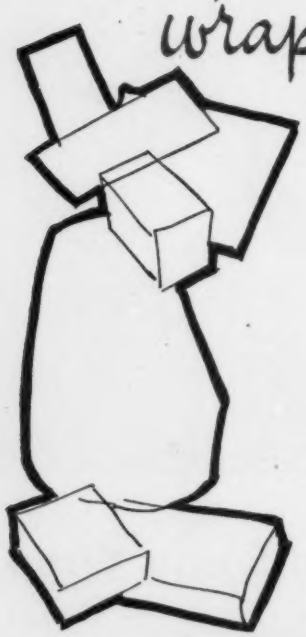
†Write today for the new brochure on Saran Wrap packaging.

you can depend on DOW PLASTICS

DOW



Why shouldn't our wraps be tops



We have the necessary ingredients. Our printing equipment is almost human in its performance. The men who operate the equipment are proud craftsmen, who are satisfied only when the job is right.

This rare combination is bound to produce faster customer acceptance of your product.

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multicolor printers
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Herb Knechtel, formerly of Marshall Fields and **De Met's, Inc.** has entered in the consulting field January 1st. Mr. Knechtel is planning to set up a complete laboratory for quality control work and candy kitchen for product analysis and new product research.

Lloyd Latten, formerly Vice President in charge of production for **Schutter Candy Company** is now plants manager of **McAfee Candy Company** of Macon, Georgia and Indianapolis, Indiana. He remains in consulting capacity with Schutter.

Sam Goldstein, Assistant Plant Superintendent of **Loft's** is leaving to enter the consulting field.

Murry Raphael, formerly Chemist at **Loft's** is now Director of Quality Control at **Chunky Chocolate Corporation** of Brooklyn.

Milo Schroeder, formerly Chief Chemist of **Williamson Candy Company** has joined **Pearson Candy Company** of St. Paul as Chief Chemist.

Dr. Glenn Mayberry has joined **Reymer's** as Research and Development Laboratory Director to improve Quality Control procedures and conduct product research. He was previously with Mellon Institute, where he has done research on candy.

Victor Marianao, plant superintendent of **Elmer Candy Company** for the past 36 years passed away on November 26th.

REMEMBER.. It is "On To Boston In '56" for the NCA Convention mark your calendar now to attend the first Boston Show in 31 years, it is bound to be good. June 10th–14th.

A proposal to impose a **tax of 1¢ per package** on candy was defeated in Marion County, Alabama through the teamwork of members of the confectionery industry, by a majority of 8-1. Without the watchdog efforts of the NCWA and the NCA this assinine tax may have slipped through.

Van Kirk Chocolate Corp., Toronto, has purchased plant and equipment of the **Blue Ribbon Corporation,** Toronto plant for the manufacture of chocolate coatings and other chocolate lines. Plant and equipment is estimated in value of more than $400,000.00.

Curtiss Candy Company honored its first five employees last month. **Herman Krieger,** their first candy maker, now General Superintendent, **Hannah Frobel,** forelady, **Emil Engstrom,** Chief Maintenance Engineer, **Edwin Zeddies,** Sales Manager of Curtiss Beverage Division and **Julius Segal,** manager of direct sales in Minnesota and the Dakotas.

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Sam Leaf, President of **Milko Candy Company** of Chicago has been named an Admiral in the Nebraska Navy by Governor Anderson. The Commission was presented to Mr. Leaf following his return from Europe where he inspected confectionery manufacturing in several countries.

Blumenthal has introduced a new type of Easter Egg in its Spring merchandising program. The eggs are made of puffed malted milk centers and covered with milk chocolate, packed either in bulk or 8 egg tubs.

To stimulate sales of chocolate products among high school students, **The Nestle Company** sponsored a 16 page comic book insert in the October 27th issue of Scholastic magazine. This insert describes the process of making chocolate, a good educational theme for selling candy.

Barton's has filed suits totaling $1,295,000.00 against a number of firms and their principals for illegal infringement on their patent and copyright of Barton's chocolate greeting card. According to the suit, Barton's first Chocolate Christmas Card was introduced in November 1954.

Griffin Grocery of Moskogee, Oklahoma will probably build a new candy plant this year. They have been manufacturing for several years in their present location.

Brock Candy Co. of Chattanooga is buying **Jacobs** of New Orleans, an old time package goods house.

Jack F. Coakley, sales manager of **Howard D. Johnson Co.** passed away on December 12, 1955.

Frontiers In Labor-Management Relations, a new booklet by the AMA describes some of the new problems arising out of the 1955 Ford-UAW contract and other similiar agreements. This new publication is designed to help provide solutions to these new problems as they arise in individual companies.

Williamson Candy Company was host to a delegation of Spanish industrialists sponsored by the Council for International Progress in Management. One of their greatest impressions was viewing "a million dollars worth of specially-designed equipment turning out a 5¢ candy bar".

New Income for the year ending September 30th, for **E.J. Brach & Sons,** was $2,163,547 compared with $1,035,920 for the previous year. Net sales were $43,532,967 compared with $41,807,173 for the same period last year. Captial expenditures this year totaled $464,572.00.

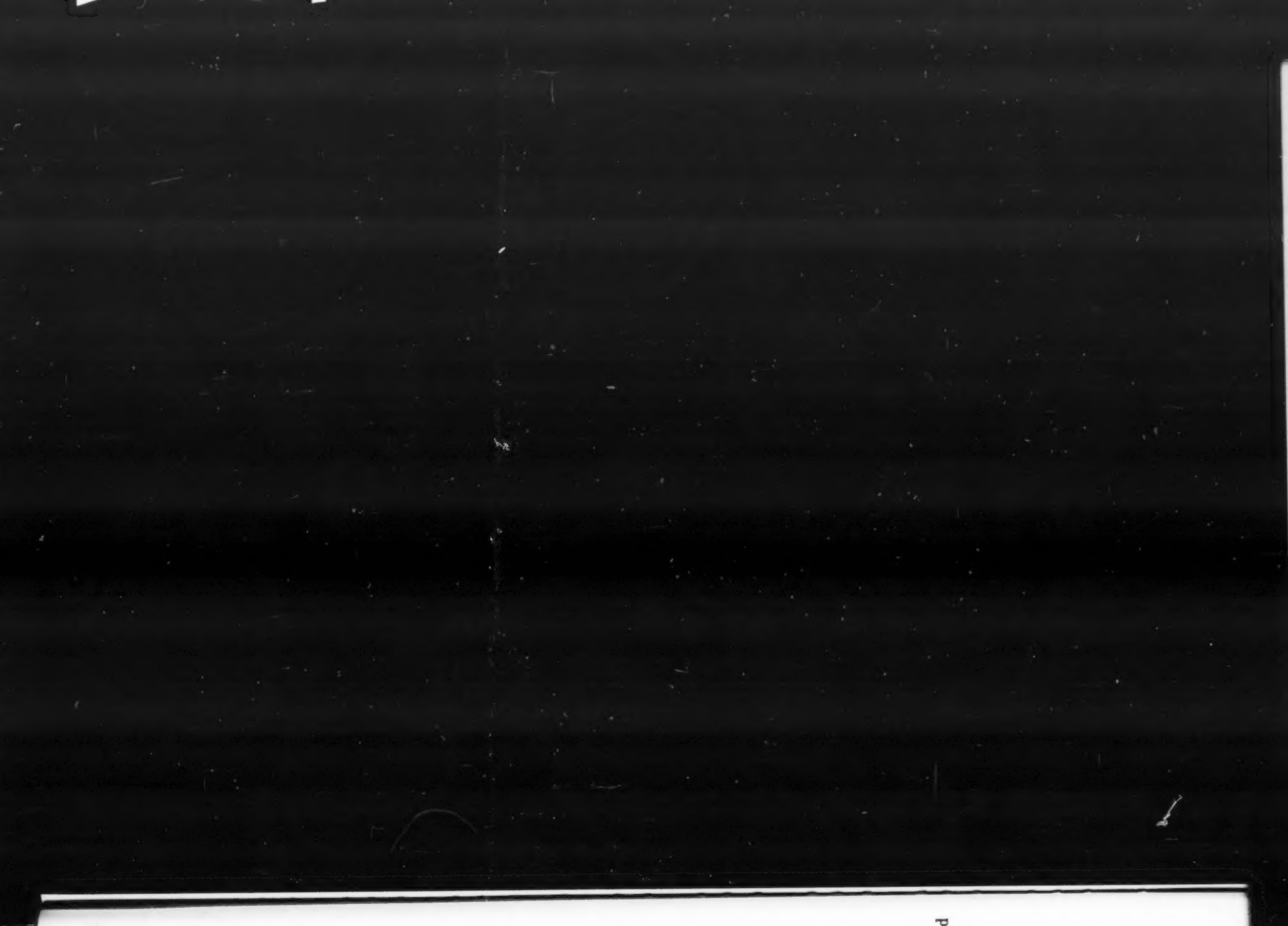
IN THIS ISSUE

Reading - A Business Man's Tool.

The most important skill of a business man is his ability to read and comprehend the printed word and thought. Be sure and read also "The Sweet and The Sour" on page 9.

Crystallization Control through Radiant Cooling.

A description of the well-known but seldom used method of heat transfer to lower cost and improve quality in cooling operations.



for

The Manufacturing Confectioner

with INTERNATIONAL CONFECTIONER

Vol. XXXVI No. 1

January 1956

Edited and Published in Chicago

The Candy Manufacturing Center of the World

COVER: One of the prettiest pictures in candymaking is candy pulling. Either hard candy or taffy, the sheen of the candy, brightly colored, as it weaves back and forth on itself is a fascinating picture, probably as attractive as any in industry.

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The Sweet and The Sour

If you were asked to name the most important tool that you use in your daily work, what would it be? If a large number of business executives were asked this question, the answers would probably vary widely, with probably as many answers as men asked.

However, I'll bet that all would overlook the most obvious, and I believe, most important tool of all, the ability to read. Surveys have shown that the average executive spends between two and three hours each day reading, and still feels that he did not have time for much of value. The ability to absorb printed material swiftly and to comprehend its meaning and implications accurately is certainly a great advantage. A large amount of the information upon which decisions are based, come through the printed page. I doubt that one executive in a hundred would state that he has enough time to do all the reading that he would like to, or even should do.

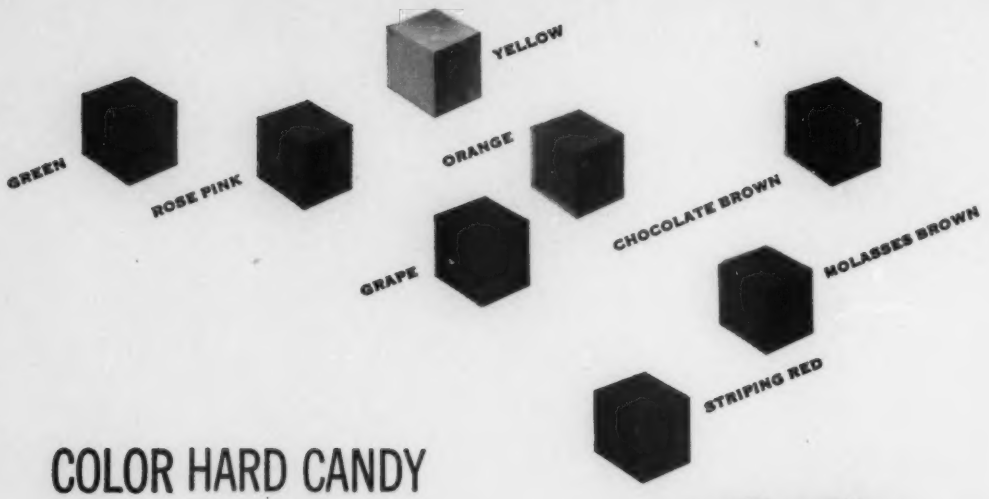
It is rather surprising, therefore, that in our eagerness to raise the efficiency of our offices and executives, as well as factories, this prime

factor of efficiency has been largely neglected until very recently.

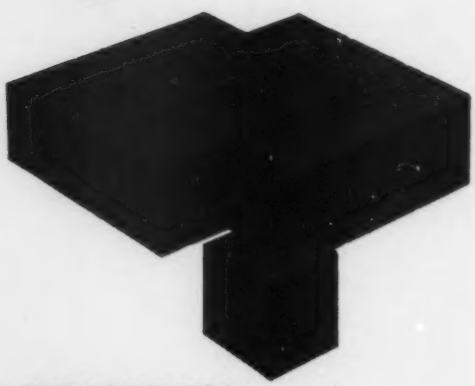
Some companies have recognized the importance of this factor, and have accomplished some surprising results in raising the level of their executives' ability in that direction. Many companies have sent groups of their executives through a night school course in reading improvement. Up to now, the only method of doing this was to attend classes in reading improvement held at some institution of higher learning. It is certainly the best way to accomplish this goal. Experience has shown that for a group of executives, the average reading improvement after attending such a school would be about 100% in both reading speed and in comprehension. On the basis of two hours per day spent reading, and a fifty dollar tuition fee for the course, it is obvious that the investment would provide a handsome return.

For the first time, this type of reading improvement course has been put into a form that can be studied at home or office. Just how successful it can be remains to be seen. However, there are many people who are not in a position to spend one night a week at school, regardless of how important they consider the subject. And there are others (perhaps short of wind and hair) who just could not face the prospect of re-entry into school after an absence of more years than they care to count.

For these, and any others who care, we have started, with this issue, to serialize a course in reading improvement. The Association Business Publications, a small but potent group of independent business publications, did the spade work on this project and is sponsoring it for their members. If just a small percentage of our readers follow through the nine consecutive installments and come up with anything close to the theoretical improvement factor of 100%, we will consider the space used well justified. After all, in addition to the altruistic angle, we are following the good old American business custom of trying to help our customers consume our product faster and more efficiently.



COLOR HARD CANDY QUICKLY! ACCURATELY! ECONOMICALLY!



ATLAS SELF-MEASURING CERTIFIED COLOR CUBES

QUICKLY! Atlas Self-Measuring Color Cubes are the *fast, easy, fool-proof* way for *anyone* to color a hard candy batch of *any* size. Atlas Color Cubes are readily and fully soluble in hard candy. Just use 1 cube to color a 35 lb. batch.

ACCURATELY! The *patented* self-measuring* feature of Atlas Color Cubes guarantees dependable color uniformity in every batch. In a 1 lb. box, each of the 8 2-oz. squares is precision-scored to form 16 color cubes per square. They break off easily and exactly, assuring accurate color control every time.

ECONOMICALLY! Atlas Color Cubes save you time and money. No waste—no muss—no time lost preparing pastes—and everything, even hands, are kept clean. And just 1 lb. will efficiently color approximately 4,500 lbs. of hard candy.

Want proof ATLAS Certified Color Cubes are best for your needs? Try a box... if not entirely satisfactory return the unused portion for full credit.

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READING: a business man's tool

by Nila Banton Smith

Is your desk piled high with memos, financial reports, correspondence, bulletins, advertising material which you scarcely find time to "wade through?" Do you tote a bulging briefcase home each night filled with left-overs that you aren't able to read during office hours? Do the trade journals which you subscribed to, and know you should read, often lie unopened because other demands crowd them out of your daily program?

If you are like most business men of today, your answers to these questions are all "yes". It's a generally recognized fact that the modern business man is enmeshed in a never-ending combat with printed words. There they lie before him in continuing accumulations, and it is imperative that he read these ever-mounting piles of print in order to dispatch the daily activities in his office efficiently, and in order that he may obtain the broader information and insights which contribute so mightily to the success of his particular enterprise. The opinion of corporation presidents, as expressed in a recent discussion held by American Management Association, was that not less than 25% of an executive's time is spent in reading in connection with his business.

It would appear then that reading is one of the most important tools which the business man uses in his daily work. No doubt he goes to great length to install new machines, gimmicks and gadgets in his office, business establishment or plant in order to ensure more speed accuracy and perfection in turning out his products. Does he do anything about installing an improved tool in reading? He can and should!

Practically all phases of American life have been subjected to streamlined techniques in attempts to develop higher tempos and faster paces than were known twenty-five or even ten years ago. In the midst of this fast-moving current of American living, most business men are still using the reading techniques in their offices which they acquired as children in grade school many years ago. As a consequence, they creep along at 200 or 250 words per minute when they could easily escalade this rate to

500 or 600 words per minute. Why not install an improved tool in reading which will mesh in with the tempo of the other modern equipment in your office?

How can you do this? Helping you in the solution of this problem is the purpose to which this series of articles is dedicated. There is a new art of reading. This new art has arisen during the last few years in response to a deeply-felt need by adults throughout America to read faster and better. In this series I shall explain to you some of the most basic techniques in this new art of rapid, effective reading, and will provide you with selections to which you may apply the new techniques.

I shall explain a new technique in each chapter and give you an experience in applying this technique in one selection or in one set of paragraphs. Then it is up to you! You must go on applying these techniques in all of the reading that you do. Reading is a skill, just like golf, and you have to work on the techniques in order to attain a high degree of proficiency. Figuratively, this series explains the strokes and shows you how to hold the clubs in streamlining your reading ability. Practice applying these techniques faithfully and abundantly, and you will be richly rewarded both in increased speed and better understanding of the printed materials which confront you in your daily work as a business man.

CHAPTER ONE

HOW WELL DO YOU READ?

Do you know how well you read? The first thing to do is to find out.

The average reader reads about 250 words per minute. A lesser number than this indicates a slow reader or a poor reader. Very good readers read 500 or 600 words per minute. A very superior reader reads 1,000 words a minute. And occasionally one finds an unusual person who reads 1,600 or 1,800 words per minute.

Speed, however, isn't the only consideration. Ability to cover printed words rapidly is quite valueless unless one gathers meaning from reading as his eyes travel over the lines of print. Basically there are two major reading skills which lend themselves to development with guidance and practice. These two basic skills are speed and comprehension. The two must increase together. Comprehension must keep apace with speed or all is lost. If you should increase your speed to 600 words per minute and simultaneously drop your comprehension from 80 percent to 40 percent, your speed would do you more harm than good. So in all of the chapters in this series you will be asked to work on both speed and comprehension.

But before we do anything at all to improve your reading, let's find out what your normal rate is, and also get some idea of how well you are comprehending. You can then use these first scores as a basis for comparison in finding out how much you have improved later on.

Shortly, you will be asked to read a short article. Read this selection just as you are accustomed to reading ordinarily. Don't hurry, and don't try especially hard to get the meanings. For test purposes just read in the usual comfortable way in which you would read a non-technical article that you might pick up for a moment's diversion.

You'll have to time yourself in taking this test, so get out a watch with a second hand. At the moment that you are ready to start reading, note the time in minutes and seconds and jot it down on the margin of the page. Then read the article at your normal rate of speed and for the purpose of following the general trend of thought expressed. When you have finished, record in minutes and seconds the exact amount of time that it took you to read the article. You'll find other instructions at the end of the chapter.

About the Author

Dr. Nila Banton Smith is director of The Reading Institute of New York University. Dr. Smith is an educator, lecturer and author specializing in the field of reading instruction, and is one of the world's leading authorities on this subject.

This is the first of nine chapters on the subject of reading improvement, with succeeding chapters to be published in the following eight issues of this magazine.

WHY DO THEY MOVE?*

The Population Reference Bureau says that about 3 percent of the nation's population move from one state to another each year. Many more persons undoubtedly move intrastate; the Institute of Life Insurance estimates that his year 31,000,000 people will pull up stakes and move to other homes. It is difficult to see why this is so. If moving one's household from one home to another in the same city, or from one city to another, were as simple as changing a pair of shoes, those figures pertaining to Americans on the move would not be surprising. But moving, and especially long-distance moving, is an incredibly complex, uncomfortable, unsettling, expensive and distasteful operation.

Here in City A, for example, are old friends and neighbors, old haunts—familiar faces, familiar schools, familiar church, comfortable if not plush house—and firmly fixed habits. There, in City B, are neighbors of as yet undetermined humors, new surroundings and perhaps customs; strange schools and—at first glance—gimlet-eyed teachers, a church with perhaps different hymn-books (very unsettling) to say nothing of a wholly strange order of worship. And high on the list of painful adjustments is the necessity of forming new habits, of finding new restaurants, perhaps changing one's mode of transportation. And then there is the little matter of the new house.

The matter of the new house appears on the agenda early in any moving operation. The lady of the (old) house says the new house must be larger, nearer to stores, nearer to schools, with a large yard, with fireplaces, a sunny kitchen, etc., etc. And the head of the (old) house finds himself saddled not only with the task of adjusting himself to new associates in what may be a totally strange place but also with the responsibility of finding a new house answering the foregoing description. If he is wise, the head of the (old) house will somehow turn the important (and time-consuming) business of discovering a new house to the distaff side so that in the event matters turn out poorly he, and not she, can say, "Well, I didn't think much of the house in the first place, but I didn't like to say so."

But no matter what, the new house will be a problem. Even the most careful inspection of a house does not prepare one fully for living in it. Inspection before moving in does not prepare one for the discovery that the movers with their vanload of furniture—and what looks more worn and frazzled than the family heirlooms being carted across a pavement, from truck to house, in the cold light of day—and a small army of painters have arrived at the new house at the same time. Inspection before moving does not prepare one for the discovery that the previous occupants have decamped with all but three window shades, leaving the new residents and all their dusty furniture and their undisguised misery fully exposed to curious eyes.

Inspection does not disclose that, although one may come from a place where trash, ashes and garbage were picked up twice a week, here at the new house trash is picked up once every two weeks on one day, ashes, if any, on another day, and garbage on still another. Or that the paper boy's aim at the new house is worse than a certain lad's aim at the old. Or that the new house's windows rattle alarmingly even in a light breeze. Or that there are fewer shelves in the kitchen than one had supposed. Or that one of the garage doors—a heavy, heavy door—is about to fall off.

But there is the new house—and its larger yard, just as the lady of the (old) house wanted it. With more grass to cut. A nice, big hedge to trim. Lots of trees to shed their leaves in season. And a lot of new neighbors who, as yet, do not appear to be the type eager to share any of their belongings with newcomers who have no shades on their windows and appear to be, for all the world, a bunch of gypsies with a heap of broken-down, or at least badly bent, furniture. The new house will be all right, some day, but when the movers have gone and the door is closed (stickily) the old house looks pretty good, wherever it was.

Jot down your finishing time.

Checking Your Speed

Time Begun	:
Time Finished	:
Reading Time	:
Reading Rate	:
Comprehension Score	:

Refer back to where you jotted down the time that you began. Write it in the space above as: 9:22.

Next write your finishing time in the appropriate space above. For example, it might be 9:25 min. 30 sec.

Subtract the time begun from the time finished as: 9:25 min. 30 sec. minus 9:22 min. = 3 min., 30 sec., or 3-1/2 minutes.

This answer will be your reading time.

Next locate the number of minutes which it took you to read the selection on the scale below. Under this figure, in the lower part of the scale, you will find a number which tells you how many words per minute you read. For example, if it took you 3-1/2 minutes to read the article, you read at the rate of 194 words per minute. This is your "Reading Rate" and should be recorded as such in the appropriate space in the table.

MINUTES												
7	6½	6	5½	5	4½	4	3½	3	2½	2	1½	1
97	104	113	123	136	150	170	194	226	271	340	453	679
							Average		Good		Excellent	

CHECKING YOUR COMPREHENSION

Without referring back to the article, read these statements and write "Yes" at the beginning of each one which you think is correct, and "No" at the beginning of each one which you think is incorrect.

*New York Times, March 15, 1954, p. 24.

____1. The Population Reference Bureau says that about 5 percent of the national population moves from one state to another each year.

____2. The Institute of Life Insurance estimates that 31,000,000 people pull up stakes and move each year.

____3. Among the new adjustments which must be enumerated by the article are: becoming acquainted with new neighbors, strange schools, a different church, and getting one's mail rerouted satisfactorily.

____4. The article states that the lady of the old house wants the new house to be larger, nearer schools and stores, have a large yard, an outdoor fireplace, and a sunny kitchen.

____5. According to the article, regardless of how careful an inspection of the new house has been made before moving in, difficulty cannot be fully eliminated.

____6. When the article says that the wise head will turn the selection of the house to the distaff side, it means that he will turn it over to his wife.

____7. In this article, the previous tenants were said to have departed with three of the window shades.

____8. Other difficulties enumerated in the article are: garbage collection problem, the newsboy's aim, rattling windows, few shelves in the kitchen, a garage door about to become unhinged.

____9. The new house which the lady wanted has these disadvantages to the man: more grass to cut, weeds in the lawn, a hedge to trim, lots of trees to shed leaves.

____10. The article gives no reason as to why so many Americans undergo this trial of moving each year.

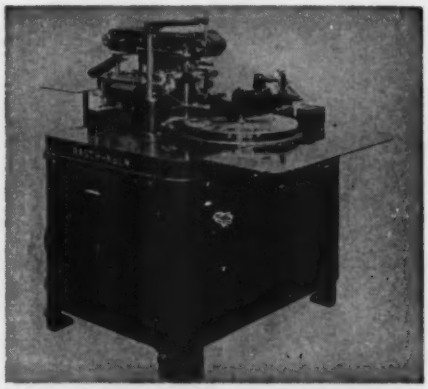
Allow yourself a score of 10 for each correct answer. Multiply the total number you had right by 10. This will be your comprehension score. Write it in the table above.

The table now shows your present speed and comprehension scores in reading narrative material. You will wish to refer back to these scores as you progress through this book. With the use of the new techniques described and the practice recommended, you should note improvement right along as you work your way through successive chapters.

1. No	4. No	7. No
2. Yes	5. Yes	8. Yes
3. No	6. Yes	9. No
		10. Yes

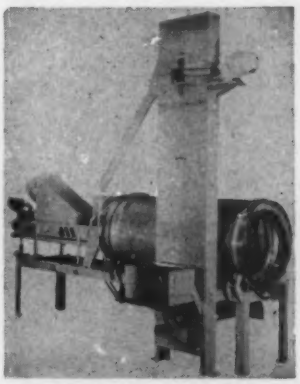
January, 1956

Candy Equipment PREVIEW



RASCH UNIVERSAL WRAPPER

Foil wraps all standard shapes—such as cherries, half eggs, bars and mints.
Cellophane wraps summer candies and heat seals.
Rolling device for whole eggs or balls.
Banding and side-folding tools also available.
110 pieces per minute on most items.



THE LATINI SANDER

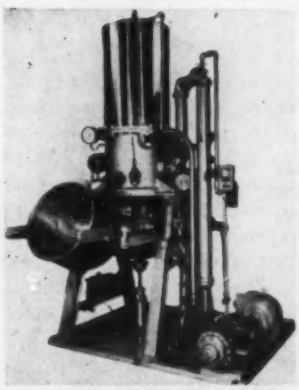
Guaranteed to properly sand the full output of a mogul

Enlarged steaming chamber.

Non-corrosive metals wherever steam and sugar meet.

Also Available A Supplementary Steamer.

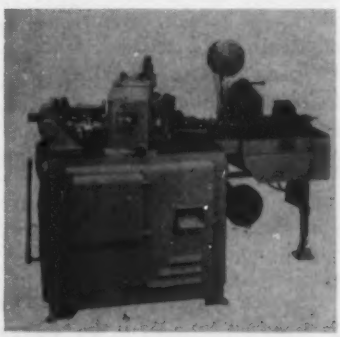
Supplementary steaming brings out the natural brilliancy of sugar crystals and forms a protective film simulating crystallized candies.



HOHBERGER IMPROVED CONTINUOUS HARD CANDY COOKER

500—2,000 lbs. per hour of clear, dry, glossy sugar.
Positive Piston Sugar Pump
Split-second Hydraulic Lift
2-Stage Rotary Vacuum Pump
Final Cook Temperature Indicator

LATINI DIE POP MACHINE WITH WRAPPING ATTACHMENT



200 formed and wrapped pops per minute.

Low labor cost operation—one operator does the work of four people.

Die pop is free of fins — eliminating scrap.

Weight of pop is adjustable — without change of dies.

Representative *John Sheffman, Inc.*

152 W. 42nd St. **New York 36, N. Y.**

Crystallization Control through Radiant Cooling

by Edwin H. Morgan, *P.E., Reflectotherm, Inc.*

"Quantity" and "quality" are two words uppermost in the mind of the Technologist. However, we cannot neglect "economics" in giving full consideration to a new idea—and this includes initial expense and operating expense. When a new concept proves favorable in each of these aspects then we may conclude that we really have something. We shall consider radiant cooling and its applications to candy manufacture in the light of these yardsticks.

At the risk of being repetitious we shall explain briefly what is meant by radiant cooling. There are three methods of transferring heat from one point or object to another—conduction, convection and radiation. Conduction involves heat transfer through a solid material such as the metal wall of a kettle. Convection involves heat transfer through a fluid material such as steam, water syrup or air and is dependent upon circulation of the fluid caused by changing density or mechanical propulsion. Radiation is the mechanism whereby energy leaves a body in the form of waves which travel in a straight line at the speed of light until they meet another body and are either absorbed or reflected. All substances radiate at all times (unless they are perfect reflectors) in proportion to their temperatures, and the net result is that heat will radiate from a hot body to a cold body as in the case of sunshine. To achieve radiant cooling it is necessary simply to surround the object to be cooled with absorptive surfaces at a colder temperature.

The usual cooling tunnel depends principally upon convection to achieve the desired heat transfer. Chilled air is circulated by a fan to mix intimately with the product and remove heat. This is true also in a batch or tray type cooler where the product is stored in a room or cabinet until it cools. Seldom does such equipment produce a net loss of heat by radiation from the product, and when it does it is usually an accidental by-product.

Figure 1 shows the usual concept of heat release from a substance. Since radiation naturally takes place it would seem wise to design equipment to take advantage of this phenomenon even though convection is intended as the principal mode of heat exchange. It follows that equipment scientifically designed to accomplish this is capable of greater production per square foot of floor space than an ordinary air-cooled tunnel in common use today. We then have measured up to our first yardstick—"Quantity".

It should be pointed out here that there are situations in which convective cooling cannot be used effectively. Powders, granules, and wafers may be unduly disturbed by strong air currents. Occasionally the crystallization of some products such as chocolate is adversely affected by a high rate of convective transfer. Other conditions may also arise to prevent effective cooling by air. Sometimes powders or granules have been cooled in jacketed screw conveyors, but this is usually inefficient, and difficulty with undesirable condensation arises. The answer to all of these problems is radiant cooling.

The manner in which cooling takes place in a product has a very important bearing on our next

yardstick, "Quality". Figure 2 presents a new concept in heat release. You will note that it is similar to Figure 1 except that it indicates additional heat release by radiation from the interior of the product. This concept derives from the application of logic to account for the unusual behavior of certain materials subjected to radiant cooling. Experience indicates that materials so cooled exhibit a smaller temperature gradient from interior to exterior than when cooled by convection. This behavior has been noted in a variety of substances such as cookie sandwiches, cocoa butter, beeswax, candy canes, and glass fiber insulation board.

It is interesting to compare the surface conditions of radiant-cooled and air-cooled material. Tests with cocoa butter, chocolate and a mixture of 60 percent beeswax and 40 percent olive oil showed identical results. In each case 2 breadpans were filled to a depth slightly over 2". Three thermocouples were arranged in each pan to record the temperature, 1" above the bottom, 1½" above the bottom and 2" above the bottom,—the latter couples being just under the surface of the specimens. The pans were heated well above the melting points and subjected to simultaneous cooling—one by convection and the other by radiation. Through a series of tests the pans were alternated with respect to convection and radiation to cancel out the effect of peculiarities in pan size, volume or depth of material, thermocouple arrangement or any other factor. In each case, the air-cooled product had large surface cracks (as much as 1/8" wide by 1/2" deep, full length of the specimen) while the radiant-cooled product had faint hairline cracks or, more usually, none at all. The radiant product also had a better gloss. The rate of cooling was varied from time to time so that the air-cooled specimen was cooled faster or slower than the radiant. The result, however, was always the same.

Another interesting fact was discovered. The air-cooled specimens of beeswax and cocoa butter always showed active convection currents regardless of the relative speed of cooling, while the radiant cooled specimen showed a laminar or static condition. Convection currents were not detected by the thermocouples in the chocolate tests although plugs cut from the specimens seemed to show a whirling crystal pattern in the air-cooled piece and laminar pattern in the other.

Probably the most important discovery from these tests concerned the resultant melting points. The beeswax—olive oil mixture cooled by radiation had a melting point approximately 6° higher than that cooled by air. This was true regardless of the speed of cooling or whether the air cooled specimen cooled faster or slower than the radiant cooled. Cocoa butter seemed to show approximately 5° difference. The chocolate curves did not distinctly show a difference although there was no indication that such is not the case. This investigation is being continued and the results will be published later. In the light of our preliminary findings we can foresee products having greater stability and longer shelf life with less spoilage due to exposure in warm environments.

A study of the work of Kleinert (1) in prevention of fat bloom and that of Vaeck (2) in the polymorphism of fats leads to an understanding of this difference in melting points. Four types of cocoa butter crystals have been recognized and their melting points determined as follows.

Beta form	94.4°F.
Beta Prime form	83.4°F.
Alpha form	74.3°F.
Gamma form	64.4°F.

Of these the beta form is the only truly stable crystal, and can be formed directly from the liquid state by lowering the temperature to not less than 74.3° F. The Beta prime form is fairly stable at reduced storage temperature but will ultimately revert to the Beta form. This process requires about 3 weeks when stored at 68° F. The Alpha and Gamma forms are extremely unstable and quickly revert to the next higher form by the process of auto-crystallization. This is accompanied by the release of considerable energy. The Gamma-to-Alpha conversion requires only 1 or 2 seconds. The Alpha-to-Beta prime conversion requires about 15 minutes.

The fusion temperature of a fat crystal is usually lower than its melting temperature. The more stable forms show a greater difference in this respect. The Gamma form will solidify at less than 1° F. below its melting point. Therefore with little difficulty it will melt and recrystallize as the Alpha form, and, due to the release of energy convert to the Beta prime form. Vaeck has demonstrated that progressive con-

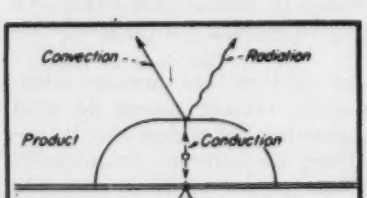


Figure 1—The popular conception of heat release from product by conduction from center to periphery, whence in leaves either by convection or radiation.

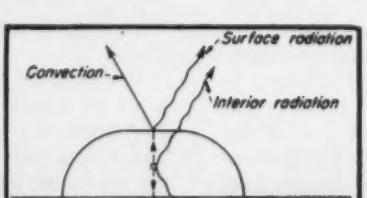
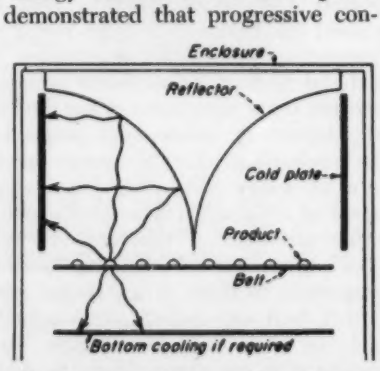
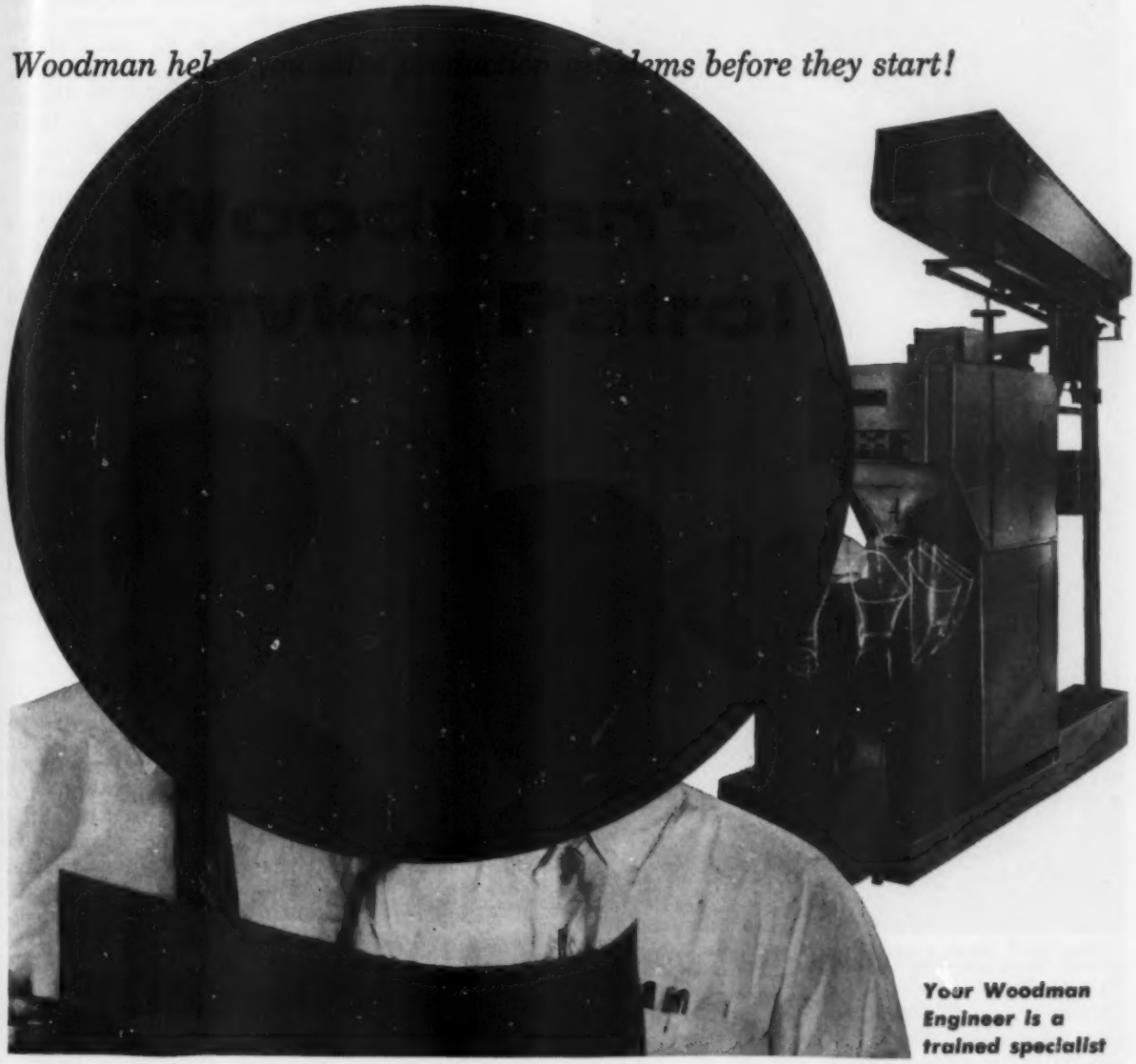


Figure 2—tests show that heat can leave a product by radiant energy directly from the center of a product, and if advantage is taken of this fact, a shallower temperature gradient can be had in the cooling product, and cooling can be accomplished faster. The illustration on the right shows how, through the use of reflective surfaces, condensation can be limited to the walls of the tunnel. Thus the condensate can be drained off without having it come in contact with the product.



Woodman hel[illegible]ms before they start!



Your Woodman Engineer is a trained specialist

Continuous service...inspections every 90 days offered Confectioners at no cost!

HERE'S service you can't buy — offered users of Woodman machines. It's a Woodman Company policy, and costs you absolutely nothing!

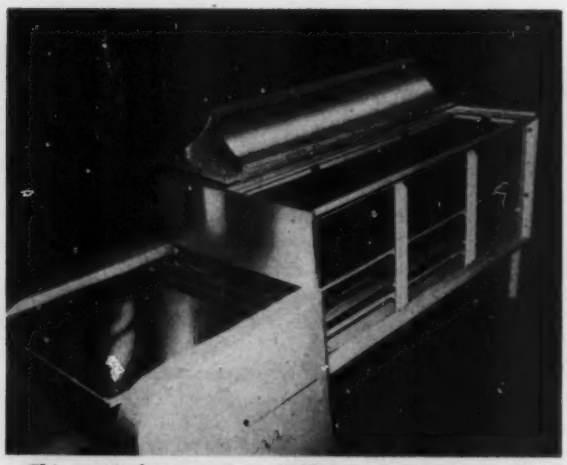
Woodman's famed "Service Patrol" offers you machinery check-ups every 90 days. This includes complete checking and adjustment of packaging machinery mechanisms. It's NOT a "surface check," rather it's a complete line-check. Your Woodman man will even instruct operators, if needed.

If you wish, he'll prepare a plant analysis, including flow charts that can help you develop new profits from your present production methods. He'll point out production techniques that will increase your production in your present plant area. All—at no cost to you.

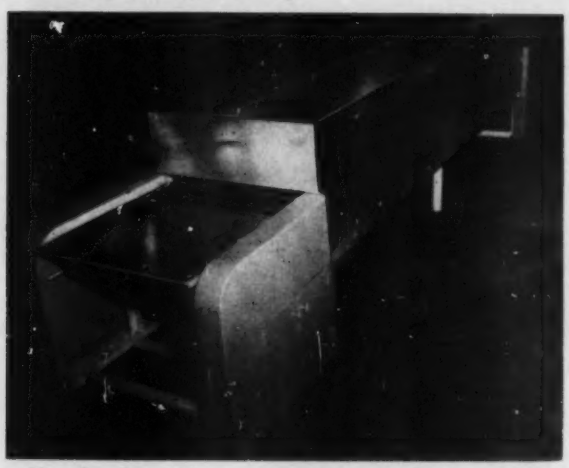
Consider all that's at stake, and you'll call, write or wire Woodman now. *YOUR WOODMAN MAN IS A GOOD MAN TO KNOW.*

The **WOODMAN** Company

HOME OFFICE: DECATUR, GEORGIA—*Direct Sales & Service Offices in Portland, Fort Worth, New York, Boston, Cleveland, Los Angeles, Chicago, Kansas City, Detroit, San Francisco, Philadelphia, Buffalo, St. Louis, Montreal . . . soon in Toronto*



This particular tunnel is divided in half. The parabolic reflector can be seen mounted on the underside of the tunnel top, with the cooling coils built into the sides. Top and sides are easily removable for cleaning.



The closed tunnel presents a neat and clean appearance, with no air connections. All plumbing connections can be made from below.

traction occurs as conversion from Gamma to Beta form takes place. This is given by Kleinert as the reason for fat bloom wherein the oily fat mass is forced to the surface by the dilation due to the heat release of the autocrystallization process and the contraction of the higher melting point crystals.

All experts in the tempering of chocolate caution against too rapid reduction in the temperature of the chocolate mass. It should be pointed out here that poor temper does not result from rapid cooling per se. The caution arises simply from the fact that chocolate is a notoriously poor conductor of heat, and a rapidly falling mass temperature would indicate a very steep temperature gradient with consequent formation of undesirable crystals at the periphery. At this point we should mention that this is the principle underlying the recently developed film type tempering equipment. It is quite certain that this equipment will prove highly beneficial.

The foregoing discussion of crystallization has been presented to lay the groundwork for an understanding of the difference between crystallization induced by convection and by radiation. It has been shown that extreme sub-cooling of chocolate leads to poor crystal development. The subcooling occurs whenever the chocolate is in contact with a cold substance. This cold substance may be not only the metal of the tempering kettle or enrober, but also the air of the cooling tunnel. This point is emphasized by Meeker (3) in his treatise on cooling tunnels and is based on his research at the Walter Baker Laboratory and extracts from the technical literature on the subjects. Even a well tempered chocolate is only slightly crystallized when enrobed. Here we must modify Meeker's classification of chocolate setting in three stages. Actually there is no cut-off point in the tempering of chocolate. That is why the average cooling tunnel operates with counter current air flow giving very little chocolate-to-air temperature difference at the tunnel entrance.

It has been shown also that a considerable removal of the latent heat of fusion is required in order to achieve crystallization. In a convective tunnel this leads to a paradox. It is necessary to establish a maximal temperature gradient to remove latent heat and yet such a gradient will surely and swiftly produce the formation of undesirable seed crystals. It has been our experience that these poorer crystals will form much more readily than the better ones and thereby control the crystallization pattern and establish the quality of the end product.

Radiant cooling, on the other hand, works quite differently. There is no "cold substance" coming in contact with the chocolate surface. We might say that the chocolate gives up only the heat it wishes to. The physicists (4) have established that the wave length of radiant energy is dependent upon the nature of the molecular, atomic, or nuclear activity of the radiating substance. The rotation or vibration of whole molecules emits energy of long wavelength (far infra-red) in the order of 100 to 400 microns, while atomic gyrations emit waves in the short wavelengths, and nuclear activity emits wavelengths in the visible or ultra violet range. When a material changes state there is a tremendous emission of energy in the long wave length range and there is ample evidence to indicate that many materials (including chocolate) are transparent to these wave lengths. We might say, therefore, that radiant cooling induces selective crystallization by virtue of the fact that it quickly removes the latent heat of fusion of the higher melting point crystals while discouraging the formation of the poorer type crystals.

This theory has been borne out in numerous tests on chocolate coatings. Some of this testing has been done in the plants of large producers of enrobed goods, both in the candy and baking industries. Several series of tests conducted during September and October included cooling of nut centers with milk chocolate, and cream centers with dark sweet chocolate.

During the first series of tests the performance of radiant cooling was compared with two of their conventional air-cooled enrober tunnels. The No. 1 tunnel has a 32" belt and is 90 feet long with a cooling time of 10 minutes. This line usually runs dark chocolate on cream centers. The No. 2 tunnel has a 32" belt and is 64 feet long with a variable cooling time. This line usually runs milk chocolate on nuts in 6

minutes, dark chocolate on creams in 6½ minutes. A very thin coating may be run through in about 5½ minutes. Production of other items on other lines takes longer.

The details on the individual tests will not be presented for the sake of brevity. We are including, however, the overall program and the overall results. The radiant cooling was done in a specially built chamber containing chilled panels along the two side walls and across the bottom. Parabolic reflectors are positioned above the bed of material. The rear wall contains a pair of fans individually switched to study the effect of air motion. Access is gained through the front wall as in a regular cooling tunnel. The tray area is about 2 feet wide by 4 feet long. All tests except two were conducted without the fans running—or in other words, still air. The chilled panels were maintained at approximately 32° F.

The product to be tested was taken from the belt just prior to entering the air tunnel and placed on plastic coated cardboard placques. These were then placed in the radiant cabinet at the same time they would have entered the tunnel, and left there the desired length of time. When withdrawn they were compared to a sample taken from the belt at the tunnel exit and packed as a control. The air-cooled and radiant-cooled specimens were scored by a group of not less than three of the client's supervisory and laboratory staff. The specimens were stored in the packing room at a temperature of 62° F. and 50 percent relative humidity. At intervals of approximately one week they were re-examined and scored.

When comparing the production of No. 1 tunnel the product was radiantly cooled for periods of 10 minutes and 6 minutes. For the 10-minute sample the gloss was scored as identical with control, color identical, finish harder. For the 6-minute sample the gloss, color and hardness were scored as identical with control. The product being tested was a mint patty, which made it easy to conduct a finger-mark test. A specimen of radiant and control were held back to back between thumb and forefinger for about 10 seconds. Another pair were held similarly except in reverse with respect to the thumb. This process was repeated in the other hand. The 10-minute radiant product showed a decided advantage over the control. The 6-minute radiant was equal to the control.

The client's staff was concerned that high relative humidity or condensation on the panels would be injurious to the product. Therefore the top of the cabinet was removed and the fans turned on to condense as much water as possible in the cabinet. Water was lying in little puddles on the bottom panel, and the side panels were completely saturated. A batch of product was placed in the unit and the cabinet was closed. The cooling time was 6 minutes compared to the 10-minute time in No. 1 tunnel. When withdrawn the radiant product was scored as identical with control in gloss, color and hardness. When checked two weeks later this test and the previously described tests showed no changes and were still equal to control.

The tests on No. 2 tunnel with a time of six min-

utes showed even more favorable results for radiant cooling. Here the product was cooled radiantly 6, 5, 4 and 3 minutes. The 6-minute specimen had the same gloss as control, slightly darker color and harder finish. When checked two weeks later the gloss was better, the color had lightened and it was still slightly harder.

The 5-minute specimen had a better gloss, darker color and same hardness. The 4-minute specimen had better gloss, darker color and was slightly harder. The 3-minute specimen had better gloss, darker color and was slightly softer, and yet was still considered acceptable for packing. In storage all of these specimens retained their superior gloss, lightened in color to match the control, and equalled or exceeded the hardness of the control. No evidence of fat bloom appeared on any specimen.

Some of the product was cooled in the radiant cabinet with the fans running. When withdrawn it had a poor gloss. In fact, the 4-minute specimen was poorer than control while the 3-minute specimen was equal to control. The 4-minute specimen was very cold and harder than control. The 3-minute specimen was somewhat softer than control.

The purpose of the second series of tests was to observe the behavior of the coating under extremes of heat, cold, and reversal of temperature. Accordingly four sets of specimens were obtained. The sets contained 4 packages each of dark-sweet, coated creams cooled 6½ minutes in No. 2 tunnel, and 6½, 5, and 4 minutes in the radiant cabinet. These specimens were marked A 6:30, R 6:30, R5 and R4, respectively. Set No. 1 remained in the packing room for control. Set No. 2 was stored in a cold room with an average temperature of 35° F. Set No. 3 was stored in a starch room with an average temperature of 86° F. Set No. 4 was turned over to the research laboratory for testing under reversal of temperature referred to as shock. This shock testing involved placing the product alternately in 102° and 40° atmospheres until fat bloom developed. We are not convinced that this is a valid test, but the A product bloomed before the R product. At intervals one package of each mark was removed from the hot and cold rooms and returned to the packing room. (one set of packages in the dairy cold room is missing because the dairymen seem to prefer milk chocolate to chocolate milk. We never did find out whether the product was to his liking.)

After all packages had been withdrawn they were opened and scored by five research personnel. In the scoring for gloss No. 1 is best and No. 4 poorest. In the scoring for color No. 1 is darkest and No. 4 lightest. All of this material was produced October 4 and stored October 6 at 11:00 a. m.

		Set No. 2 35° Cold Room							
Withdrawal		Gloss				Color			
Date	Time	A6:30	R6:30	R5	R4	A6:30	R6:30	R5	R4
10/6	4:30 p. m.	2	1	3	4	2	1	3	4
10/7	8:35 a. m.	3	4	1	2	2	1	4	3
10/7	3:15 p. m.	3	1	2	4	3	1	3	3
		8	6	6	10	7	3	10	10

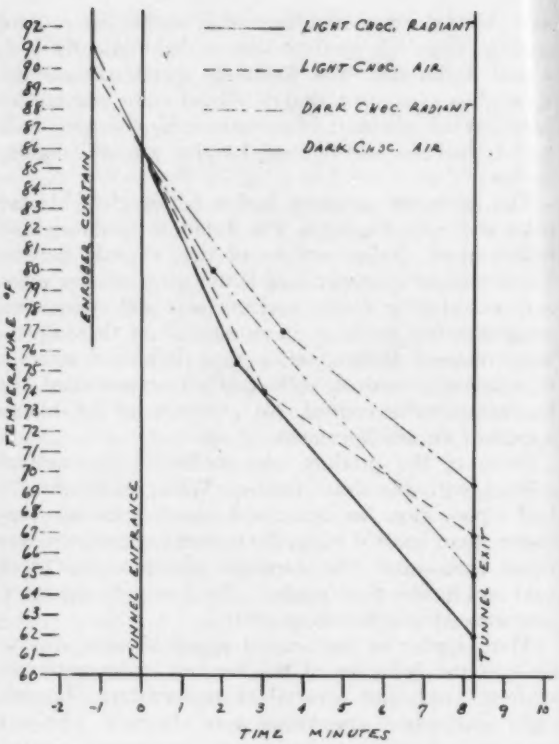


Figure 3

Withdrawal Date Time	Set No. 3 86° Starch Room Gloss A6:30	R6:30	R5	R4	Color A6:30	R6:30	R5	R4
10/6 4:15 p. m.	4	2	3	1	3	2	4	1
10/7 8:20 a. m.	4	1	3	2	3	3	3	1
10/7 3.00 p. m.	3	1	4	2	2	3	4	1
10/10 10:00 a. m.	2	1	3	4	2	1	3	4
	13	5	13	9	10	9	14	7

Set No. 1 kept in the packing room as control showed a decided superiority of R over A, in fact a widely known chocolate authority visiting the client's plant that day deemed all of the radiant-cooled product to be superior to air-cooled.

The purpose of the third series of tests was to determine the rate of heat loss of the radiant-and air-cooled coatings. Caramels were used as centers for coating with dark and light chocolate. The curtain of dark chocolate was about 91° F. The curtain of light chocolate was about 90° F. A thermocouple was secured to the top of a caramel such that the coating would completely surround it. The centers were conditioned to a temperature of 75° F. The thermocouple lead wire was approximately 90 feet long. The center was fed through the enrober curtain and air blast, and travelled along the drain belt and onto the tunnel belt. The elapsed time from curtain to tunnel entrance is about one minute. Fig. 4 shows a simplified reproduction of the cooling curves. The dark coating entered the tunnel at 86° and exited 8-1/4 minutes later at 69.5° F. The light coating entered at 86° and exited at 67° F. Comparative tests were made, using the radiant cabinet. The 86° dark coating came out at 65° and the 86° light coating came out at 63° F.

The shapes of these curves are interesting. With dark chocolate air-cooled the temperature fell sharply to about 77° and showed a definite break to a straight line slowly down to the exit temperature. When cooled radiantly the temperature likewise fell sharply but only to about 80°. There it broke in a straight line to the exit temperature at a reduced rate but still faster than the air-cooled. The light chocolate also showed similar behavior, but with not so pronounced a temperature differential. The breaking point for air-cooling was about 74° and for radiant-cooling about 75.5° F. Perhaps this lends support to our theory that radiant cooling induces selective crystallization of the higher melting point forms.

The three series of tests referred to, together with a number of previous experiences, have definitely proved the superiority of radiant cooling for setting chocolate. We thus may say that we have measured up to our second yardstick, "Quality".

Now for that subject "Economics". There are two ways to achieve radiant cooling in your operations. One way is to install a new radiant cooling tunnel. The second way is to alter an existing tunnel by installing radiant cooling components. A new radiant cooling tunnel costs about the same per foot of length as the more conventional air cooling tunnel. It is evident from the foregoing discussion that more production can be obtained or, for the same amount of production, not as long a tunnel is required. You may thus draw your own conclusions as to initial expense.

The alteration of an existing tunnel is certainly an attractive proposition. You may thereby improve quality or increase production in the very same piece of equipment, depending upon your need. In fact, it is possible to do both simultaneously. The only cost involved is for the radiant cooling components. Most firms these days justify an expenditure if it can be written off in two or three years. Past surveys of tunnel alternations indicate that the expense can be writen off in half a year.

As to operating expense—radiant cooling costs less for several reasons. Since air handling is not involved, there is no leakage of expensive refrigerated air at the tunnel entrance and exit. Likewise, the rate of heat exchange through the tunnel wall is sharply reduced. The cleaning and maintenance problem is greatly reduced since no dust or dirt is blown around, nor are toppings dislodged. In addition, there is less horsepower per pound of product required. We therefore measure up to our third yardstick, "Economics."

1. Production of Chocolate and the Prevention of Fat Rings, by Dr. J. Kleinert, International Chocolate Review, March 3, 1954
2. Polymorphism of Certain Natural Fats, by Dr. S. V. Vaeck, International Chocolate Review, November 1952
3. Principles and Design of Chocolate Cooling Tunnels, by E. W. Meeker, The Manufacturing Confectioner, 1943
4. "Radiation", Encyclopedia Brittanica 1948, Vo. 18, pp 879-880

Technical Literature

Dry Whole Milk

Quartermaster Food and Container Institute for the Armed Forces 194 *pages, illustrated, free to interested parties.*

This volume is the proceedings of a Symposium sponsored by the Quartermaster Food and Container Institute. An introduction reviews the importance of dry milk products to the Armed Forces and a review of Quartermaster contract research work on flavor aspects of dry whole milk.

Also covered is the chemistry of dry milk products during processing of storage, chemical changes in fat and lactose products with special reference to flavor, and physical-chemical properties of the proteins in skim-milk powder. Manufacturing and processing is covered in two papers on the development and manufacture of dry cream products and the fundamentals of spray drying.

Finally, four papers deal with the various aspects of dispersibility of dry milk powders.

A New and Simple Technique for the Direct Determination of the Equilibrium Relative Humidity of Foods

D. A. A. Mossel and H. J. L. van Kuijk, Food Research, Vol. 20, No. 5 (1955)–

A lithium chloride cell, developed for the measurement of the dew-point of air, has been adopted for the estimation of the equilibrium relative humidity of foods, the property of which determines (within certain limits) the possibility of microbial spoilage. Determinations by the new method require one hour at the most as against at least one day by other electric hygrometer or several days by the older static methods. Values for equilibrium relative humidity (h) obtained by new method for foods and for sodium chloride solutions correlated satisfactorily with data derived from measurements according to classical techniques. Some h values are reported.

Toward Better Machinery Service

Woodman Company's service policy.

No machine is any better than the quality of its installation and maintenance. This is obviously true, regardless of the industry served or the type of machine. And yet it is this very fact that has been most ignored by machinery manufacturers in their sales efforts. A statement that "this machine is rated at 100 units per minute" is rather meaningless unless it is installed and maintained at peak efficiency to produce that rated speed, on a consistant basis, throughout shift after shift without breakdown.

One supplier of machinery has taken a giant step in this direction of more and better service, by putting their service efforts on a continuing basis, and by making their entire sales staff service conscious.

The Woodman Company's policy is to stand squarely behind its machinery and equipment, to stay with an installation until the customer and the company is satisfied that the machinery and equipment is getting the job done. It supervises the installation of its machinery on a no-charge basis so far as field servicemens' salaries are concerned. The customer pays only out-of-pocket and travel expenses to and from The Woodman Company's nearest service point. Nine service points are maintained in the United States and one in Canada, and two full-time service engineers are on stand-by at the home office to "pinch-hit" anywhere in cases of emergency.

All sales engineers are theoretically and practically trained to service and adjust Woodman machinery and equipment. In their training they undergo the same basic training as does a service representative.

The Woodman Company maintains and operates at its home office, a Technical Training School, staffed with full time instructors. All representatives are trained in this school and customers are invited to send production, electrical, and mechanical maintenance and packaging room personnel to regularly scheduled courses. The average training period is two weeks, customer paying only travel and out-of-pocket expenses as The Woodman Company makes no charge for this training. The company manufactures at least one machine that can not and should not be installed by any customer until a proper person from their organization has been certified by this school.

Years ago The Woodman Company inaugurated a most unusual service, identified as the '90 day Service Patrol". Every Woodman customer is called upon at least once every 90 days by a field service representative who examines, tests, and checks all Woodman equipment. Recommendations leading to more effective and efficient operation and maintenance are made in writing for the customer's benefit as well as the company's.

When field service representatives are installing machinery, they teach the importance of *maintenance*—inspection, cleaning, lubrication, and adjustment. Invariably they are able to explain "short-cuts" to more efficient and trouble free operations.

Factory Managers would certainly have less headaches if this type of service policy were more generally followed by suppliers of machinery.

NEW PRODUCTS

A new dial type candy thermometer has been developed for the small confectioner. Because of its simplicity, low cost, and greatly superior reading quality of the dial, this thermometer is expected to replace many of the mercury types.

For further information write: Oringer Manufacturing Company, 154 State Street, Boston, Mass.

A new pH meter has been developed to supply a moderately priced precision instrument. It can be used for both "wet" and "dry" acid testing of various food products with the quinhydrone pH system. The meter requires no technical knowledge and can be readily operated with reliable precision results by any candy maker or laboratory man. It is adaptable to both solid and liquid samples of small volume, and indicates accurately throughout the complete acidity range . . . from pH 0 to pH 8. No warm time or waiting period is necessary.

For further information write: Dairyland Food Laboratories, Inc., Waukesha, Wisconsin

SUGAR REPORT

by Charles Fuchs

Not since the inception of the quota system has so little excitement and enthusiasm been shown the announcement of the Department of Agriculture's initial figure for 1956 of 8,350,000 tons. In former years contests and side bets have prevailed and estimates covered a very wide range. This year most guesses were fairly accurate for a set formula seems to have been adopted.

The 1955 initial figure was 8,200,000 tons and the final 8,400,000. Total distribution is also expected to be very close to 8,400,000. In making the announcement the Department advised that population growth should result in an increase of approximately 150,000 tons in consumption in 1956 as compared with the 12 months ending October 31, 1955, during which period they estimate consumption at 8½ million tons. Last year their consumption estimate was 8,500,000 tons and the initial quota was set at 300,000 tons short of this figure. Exactly the same formula is being used for 1956 since their initial quota is again set at 300,000 tons below their estimated consumption requirements.

During the past year the sugar industry, at least in the Northeast market, witnessed a stability never seen before, and all indications point to a repetition of this for 1956.

CALENDAR

January 7—Kansas City Candy Club, The Town House, Kansas City, Kansas.

January 7—Northwest Candy Club, "Clark's Round the Clock," Seattle, Wash.

January 10—AATC Boston Section. Dinner Hotel Continental, Cambridge.

January 14—Carolina Confectionery Salesmen's Club, Kuesters, Charlotte, N. C.

January 15-18—Boston Candy Show, Statler Hotel, Boston.

January 16—Confectionery Salesmen Club of Philadelphia, 2601 Parkway House, Philadelphia, Pa.

January 17—Sanitation Seminar, Penn Sherwood Hotel, Philadelphia, Penn.

January 17—Candy Executives Club of N. Y., St. George Hotel, Brooklyn, N. Y.

January 19—New York Candy Club, Park Sheraton Hotel, Manhattan, N. Y.

January 26—Tidewater Wholesale Candy Club, Norfolk, Va.

January 29-Feb. 1—Philadelphia Candy Show, Ben Franklin Hotel, Philadelphia.

February 14—AATC, Boston Section, Hotel Continental, Garden St., Cambridge, Mass.

February 21—N.J. Retail Ice Cream and Candy Manufacturers Assn. Annual dinner dance.

March 1-2, 1956—Western Candy Conference, Sheraton-Palace Hotel, San Francisco.

March 5-7—Packaging Assn. of Canada National Packaging Convention, King Edward Hotel, Toronto, Canada.

April 9-12—National Packaging Exposition, Convention Hall, Atlantic City, N. J.

April 10-12—Point of Purchase Advertising Institute, symposium and exhibit, Hotel Sheraton-Astor, New York.

April 26-27—Pennsylvania Manufacturing Confectioners' Assn., Production Conference, Franklin & Marshall College, Lancaster, Pa.

May 13-16—Flavoring Extract Manufacturers' Assn. annual convention, Traymore Hotel, Atlantic City, N. J.

June 10-13—Associated Retail Confectioners of the U. S., 36th Annual Convention, Somerset Hotel, Boston, Mass.

June 10-14—The Institute of Food Technologists annual meeting, Hotel Jefferson, St. Louis, Mo.

June 10-14—National Confectioner's Association Convention and Exposition, Statler Hotel and Mechanics Hall, Boston, Mass.

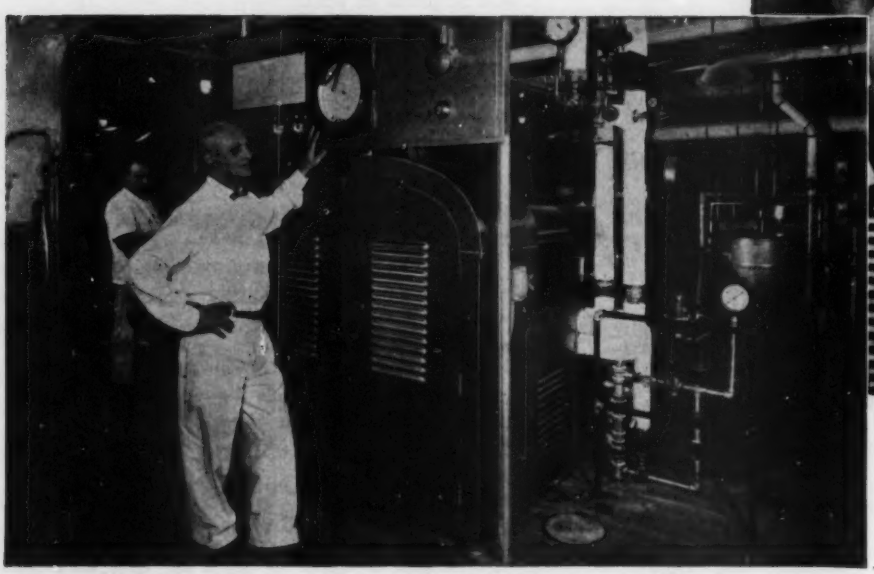
July 11—Annual Convention, Southern Salesmen's Candy Club. Dinkler-Plaza Hotel, Atlanta, Ga.

July 12-14—Southern Wholesale Confectioners Assn. annual convention, Dinkler-Plaza Hotel, Atlanta, Ga.

September 20-22—Michigan Tobacco and Candy Distributors Assn., Annual meeting, Hotel Statler, Detroit, Michigan.

November 6-8—Canadian National Packaging Exposition, CNE Automotive Bldg., Toronto, Canada.

Better quality Better sales!



Precise, automatic control insures proper temperatures and uniform quality in this VOTATOR installation at New England Confectionery Co.

You'll improve your product—cut costs too—

with *Votator*® CONTINUOUS PROCESSING APPARATUS

WITH CONTINUOUS PROCESSING, you get precise, automatic control of critical cooking and cooling temperatures, and moisture content. Result: your product has greater uniformity, better quality and longer shelf life.

This installation of VOTATOR® Continuous Processing Apparatus cooks starch slurries in a completely enclosed system under pressure at 285° F, then cools to 210° F. Processing time is under 5 minutes—compared to 45 minutes with batch methods. Faster processing and automatic operation reduce labor requirements—cut processing costs while improving quality!

Investigate VOTATOR Continuous Processing Apparatus for cooking, cooling, or other processing of *your* confectionery products. Write The Girdler Company, Votator Division, 224 East Broadway, Louisville 1, Ky.

*VOTATOR Trade-Mark Reg. U. S. Pat. Off.

USE EFFICIENT VOTATOR CONTINUOUS PROCESSING APPARATUS FOR

Starch Jellies
Gum Drops
Marshmallow
Chocolate Tempering
Fondants

The GIRDLER Company

A DIVISION OF NATIONAL CYLINDER GAS COMPANY
LOUISVILLE 1, KENTUCKY
VOTATOR DIVISION: New York, Atlanta, Chicago, San Francisco

The MANUFACTURING CONFECTIONER'S

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Candies from Other Countries

The samples in this month's clinic have all been gathered from other countries. Due allowance must be made for the fact that flavor tastes are, to some extent, national and what may be a particular favorite in one country may have little or no appeal elsewhere. Consideration must also be made for the fact that these samples traveled far beyond their normal field of distribution, and therefore have been subjected to rigors of travel and "shelf-life" not envisioned by the manufacturer.

Code 1D6
Sweet Chocolate Bar, 6¢

(Purchased in a department store, Yokosuka, Japan)

Appearance of Bar: Good.
Wrapper: Inside foil wrapper, outside paper band printed in orange and black.
Chocolate:
Color: Good.
Texture: Dry.
Taste: Poor.
Remarks: Not a good eating chocolate. Very cheap quality.

Code 1N6
Milk Chocolate Bar, 15¢

(Purchased in a department store, Ginsa, Japan)

Appearance of Bar: Good.
Wrapper: Inside foil wrapper, outside paper band printed in brown and gold.
Bar:
Color: Good.
Texture: Dry.
Taste: Fair.
Remarks: Size and quality of bar are not up to the standard sold in the U. S. A. at this price.

Code 1O6
Candy Coated Chewing Gum, 5¢

(Purchased in a railroad depot, Tokyo)

Appearance of Package: Good. Looks like one of our American panned gum packages.
Container: Folding box printed in red, white and blue. Cellulose window.
Gum:
Panning: Fair.
Jacket: Fair.
Texture: Poor.
Flavor: Peppermint; very poor.
Remarks: Peppermint flavor used in gum was substandard.

Code 1E6
Coated Caramel Bar No weight stated, 7¢

(Purchased in a candy store, Oslo, Sweden)

Appearance of Bar: Good.
Size: Very small for a 7¢ seller.
Wrapper: Brown paper wrapper printed in red and gold.
Bar:
Coating: Rancid.
Center:
Color: Good.
Texture: Poor.
Taste: Bad.
Remarks: Suggest manufacturer check his formula. Both the coating and the center of the bar were substandard.

Code 1F6
Almond Nougat Bar 3 layers, Center layer of Chocolate Paste No weight stated, 32¢

(Purchased at a candy stand, Florence, Italy)

Appearance of Bar: Good.
Wrapper: Inside wrapper of glassine paper, outside band of paper, buff color, printed in gold and brown. Cellulose band.
Bar:
Color: Good.
Texture: Good.
Taste: Good.
Remarks: A very fine eating nougat bar but highly priced at 32¢.

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies
FEBRUARY—Chewy Candies; Caramels; Brittles
MARCH—Assorted Chocolates up to $1.00
APRIL—$1.00 and up Chocolates; Solid Chocolate Bars
MAY—Easter Candies and Packages; Moulded Goods
JUNE—Marshmallows; Fudge
JULY—Gums; Jellies; Undipped Bars
AUGUST—Summer Candies and Packages
SEPTEMBER—Bar Goods; 5¢ Numbers
OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages
NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces
DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Code 1G6
Caramel Roll
No weight stated, 6¢
(Purchased in a candy store, Edinburgh, Scotland)
Appearance of Roll: Good.
Size: Good for 6¢.
Wrapper: Inside gold foil wrapper, outside paper band printed in dark brown, red and white.
Candy: Piece is a caramel center, chocolate shell piece.
Coating: Rancid.
Center:
Color: Good.
Texture: Good.
Taste: Bad.
Remarks: Suggest the manufacturer check both the coating and the center as piece was substandard.

Code 1U6
Milk Chocolate Bar, 8½¢
(Purchased in a novelty store, Fujiyoshida, Japan)
Appearance of Bar: Good.
Wrapper: Inside foil wrapper, outside paper band printed in brown and gold.
Bar:
Color: Good.
Texture: Too dry.
Taste: Poor.
Remarks: Bar did not taste like a milk chocolate and it had an "odd" flavor.

Code 1S6
Chewing Gum, 8½¢
(Purchased in a candy shop, Fujiyoshida, Japan)
Appearance of Package Good.
Wrapper: 6 pieces of gum, foil and paper wrappers. Overall paper wrapper printed in red, black and white.
Gum:
Color: Good.
Texture: Fair.
Flavor: Fair.
Remarks: The best chewing gum that we have examined that was manufactured in Japan.

Code 1T6
Assorted
Fruit Drops, 3¢
(Purchased in a railroad depot, Tokyo)
Appearance of Package: Good. Looks like one of our American Fruit Drop packages.
Wrapper: Inside gold foil wrapper, outside paper band printed in green, blue, yellow and red.
Drops:
Color: Red.
Texture: Partly grained.
Flavor: See remarks.
Remarks: The flavor used was good but we could not identify it.

Code 1H6
Chocolate Bar
No weight stated, 5¢
(Purchased at a fruit stand, Zurick, Switzerland)
Appearance of Bar: Good.
Size: Very small bar.
Wrapper: Inside foil wrapper, outside paper wrapper printed in orange, gold and white.
Bar: Light chocolate.
Color: Good.
Texture: Too soft.
Taste: Good.
Remarks: A good eating chocolate but very small for a 5¢ seller.

Code 1J6
Candy Pellets
No Weight stated, 6¢
(Purchased in a candy store, Lousanne, Switzerland)
Appearance of Package: Good.
Container: Acetate tube, plain.
Pellets: Pellets are a panned hard candy, mint flavor.
Colors: Good.
Panning: Fair.
Finish: Fair.
Flavor: Fair.
Remarks: Flavor would not suit the American consumer. Cheaply priced at 6¢.

Code 1K6
Nut Roll
No weight stated, 10¢
Purchased in a candy store, Oslo, Norway)
Appearance of Package: Good.
Size: Small for a 10¢ seller.
Wrapper: Cellulose wrapper, gold seal inside printed in red and gold.
Bar: Piece is a cream bar dipped in light

coating and rolled in chopped nuts.
Nuts: Good.
Coating: Fair.
Center: Fair.
Remarks: Very highly priced at 10¢. Poorly made cream center.

Code 1L6
Milk Chocolate Bar
No weight stated, 24¢
(Purchased in a railroad depot, Cologne, Germany)

Appearance of Bar: Good.
Bar:
Molding: Good.
Gloss: Good.
Color: Good.
Texture: Good.
Taste: Very Good.
Wrapper: Inside foil wrapper, outside buff paper wrapper printed in gold, blue and black.
Remarks: A very fine eating chocolate, well made and cheaply priced at 24¢ for this size bar.

Code 1Q6
Chewing Gum, 5¢
(Purchased in a railroad depot, Shinjuku, Tokyo)

Appearance of Package: Good.
Wrapper: 4 pieces wrapped in foil, outside paper band white, printed in red and blue.
Gum:
Color: Good.
Texture: Good.
Flavor: Spearmint; good.
Remarks: Gum is the type that is sold in the U. S. A. for 1¢ a stick.

Code 1A6
Record Type Chocolate, 9½¢
(Purchased in a department store, Ginsa, Tokyo)

Appearance of Bar: Fair.
Container: Square paper bag printed in black, red and gold. Bar is a round disc of light chocolate, tin foil and cellulose wrapper.
Chocolate: Light:
Color: Good.
Texture: Dry & brittle.
Taste: Fair.
Remarks: Bar is not up to the quality of U. S. A. milk chocolate pieces that are sold at this price.

Code 1M6
Light Coated Nougat Bar
No weight stated, 10¢
(Purchased in a fruit store, Copenhagen, Denmark)

Appearance of Bar: Good.
Size: Small for a 10¢ seller.
Wrapper: Glassine wrapper printed in dark brown, red and white.
Bar:
Coating: Bad.
Center:
Color: Good.
Texture: Fair.
Taste: Fair.
Remarks: Coating is substandard. Center lacked flavor. Highly priced at 10¢.

Code 1B6
Milk Chocolate Bar, 6¢
(Purchased in a department store, Ginsa, Japan)

Appearance of Bar: Good.
Size: Good.
Wrapper: Inside foil wrapper, outside paper band printed in brown and gold.
Chocolate:
Color: Good.
Texture: Good.
Taste: Fair.
Remarks: Chocolate is not up to the standard sold in the U. S. A. for this price.

Code 1C6
Chocolate Whiskey Bon Bons, 55¢
(Purchased in a candy shop, Tokyo)

Appearance of Package: Good.
Container: Square one layer box printed in blue, gold, red and gray. Cellulose wrapper.
Appearance of Box Opening: Good. Piece is made in the shape of a bottle, wrapped in gold foil.
Bon Bon: Piece, no doubt, is supposed to be a liquor cordial, chocolate coated, but the center was all crystalized and had a poor flavor. The same can be said about the coating.

the manufacturing retailer

A Toyshop for Adults

Barton's Bonbonniere, a chain retailing continental chocolates, asked architect, Victor Gruen, to give them a fresh approach to store design for their 50th shop, opened in 1952. In the process of design, he violated several accepted rules of store design, but came up with one of the most appealing store fronts in the Herald Square section of New York City. The architect calls this store a "toyshop for adults". This design has been used as the basis for fifteen shops opened since that time.

Like most small, one-time residential quarters in the commercial centers of cities, the building was empty above its ground floor. The old-time merchant who lived above his store has drifted away to the suburbs; central warehousing has replaced storage on the premises. The usual solution is either to ignore the upper stories or to cover them with something sleek.

Gruen's solution was determined by the existence of a pleasant Victorian front on a building that could never be good modern; a wish to interrupt the dullness and drabness of the street with something that would make people smile; and a shrewd feeling that the most effective "poster" for his adult toy store should be toylike itself. The treatment frankly expresses that this is a new one-story store in an old building. While it pokes mild fun at the original architecture, it does not violate it, since the Victorians loved to pick out their doodads in color. The retention of the old brick and trim points a way to keep a quiet harmony on older streets that the usual modern false fronts too often brashly disrupt. So appreciative was the Avenue of the Americas Association that it awarded Gruen and Barton's president, Stephen Klein, plaques for the lift they gave to the street.

Cost of the treatment of the two upper stories and attic, including roof repairs, repair of ornamental frames around windows, painted windowpanes and sash, sheet-metal and wire-rod work, and the neon lighting that peeks through the sheet-metal holes, was about $5,000 (or about the same as an economical blotting-out job).

In breaking the accepted rule against interior use vivid color with lavish use of the three primaries, gray, white, black and bright brass, the intent was to induce a playful state of mind conducive to candy buying, and to set off the color of the chocolate itself.

Yellow brick, white trim and gaily colored painted windows forms a "poster" for this light-hearted candy shop.

From a light engineering point of view, the three rows of recessed lights give full brightness requirements. The spun aluminum chandeliers add little actual light. They are to make the customer conscious of light, and particularly of the festive light associated with candles or Christmas trees. The job of the multi-colored stabiles is to divert attention from the engineered light and air diffusers.

The self-edged formica panels form a frame for the chocolates, which are felt to be more effectively displayed than in the usual uninterrupted masses. The utilitarian purpose of the panels was secondary, but it worked out well: to the right of each cash register is a weighing and wrapping counter; spaced along the lower tier are bins for reserves and wrapping materials. Prewrapped boxes are stowed in partitioned space against the wall under the back counter. The delicacy of the 1-1/8" lacquered hardwood frame, which contributes much to the elegance of the counter, was achieved by meticulous detailing and workmanship.

The MANUFACTURING CONFECTIONER'S Clearing House

MACHINERY FOR SALE

FOR SALE

Model S #3 Savage Fire Mixers.
50 gal. Model F-6 Savage Tilting Mixers, stainless kettle.
200 lb. Savage Flat Top Marshmallow Beaters.
Merrow Cut-Rol Cream Center Machine.
50" two cylinder Werner Cream Beater.
1000 lb. Werner Syrup Cooler.
200 lb. to 2000 lb. Chocolate Melters.
Simplex Gas Vacuum Cooker.
Simplex Steam Vacuum Cooker.
600 lb. Continuous Vacuum Cooker.
Form 6 Hildreth Puller.
6' and 7' York Batch Rollers.
National Model AB Steel Mogul.
National Wood Starch Buck.
38" Copper Revolving Pans.
Ball and Dayton Cream Beaters.
100 gal. Copper Mixing Kettle with Double Action Agitator.
We guarantee completely rebuilt.

SAVAGE BROS. CO.
2636 Gladys Ave. Chicago 12, Ill.

FOR SALE: 2 Dayton Fondant Cream Beaters, 5 Ft. Table, water-cooled, 800 to 1000 lb. per hour capacity. Available without motors. Not over 150 total hours of usage. Price $600. sach, f.o.b. Pittsburgh, Pa. Mallet & Co., Inc., 601 East General Robinson St., Pittsburgh 12, Pa.

FOR SALE: Tray Lock Machines type TL-B-EL, end lock. Also several TLA machines for setting up and side locking. All units in good order. Box 1058. **The MANUFACTURING CONFECTIONER.**

FOR SALE: 1 32" National Enrober with 24" Sisco Nut Roller. 4—Peerless Plastic Machines with 1 die each. 6—York Batch Rollers. 2—Old type Hanscella Batch Rollers. 2—1000 lb. National Chocolate Kettles. 1—800 lb. Duplex Chocolate Kettles. 2—Hudson Sharpe Wrapping Machines with electric eye. 1—2 Barrel Reade Dough Mixer. 1 32" Anderson 2-way Cutting Machine. 1—Hohberger Continuous Cooker. 1—10 HP Mears Kane Steam Boiler. Box 1052. **The MANUFACTURING CONFECTIONER.**

FOR SALE: Rose 500 Caramel Wrapper for 7/8 x 7/8 x 5/8 piece, fold wrap; Forgrove mint stick Wrapper, 600 a minute; 1/2" diameter and 2" long; 2 model-K Kiss Machines arranged for cellophane, excellent condition. Box 1059. **The MANUFACTURING CONFECTIONER.**

MACHINERY FOR SALE

FOR SALE

Mill River Depositor for chocolate.
5000-lb. Lehmann Liquor Tanks (unused).
Bramley Mills (unused).
Hohberger Cream Machine, complete installation.
GH-2 Wrapping Machines (excellent) condition).
Box 1060. **The MANUFACTURING CONFECTIONER.**

FOR SALE: 5 Ft. Racine Snow Plow Cream Beater, with 5 H. P. Motor, Capacity 300 pounds, First Class Condition. Mills Hand Drop Machine. Mills Gas Batch Warmer. Nut Cooker. 30 2¼" Rubber Pattie Moulds. 105 Pounds Powdered Licorice Flavor. 217 Pounds Powdered Gelatin. A. E. Cramer, Barbara Fritchie Shoppes, Frederick, Md.

FOR SALE: 3 60 gallon stainless steel kettles with agitators, 1 60 gallon stainless steel kettle with agitator and motor driven complete, 1 100 gallon stainless steel kettle with agitator, 1 Package Machinery Company PA Palmer automatic carton forming machine, 1 Currie automatic tray feeder with motor, 1 Currie automatic stacker complete with motor, 500 feet metal Mat belting. The above equipment is in excellent condition. Apply Box 155. **The MANUFACTURING CONFECTIONER.**

FOR SALE: 1 Girdler Votator, 1 DF Wrapping Machine, complete with Electric Eye (in original crate), 1 7-11 model UF Hayssen Wrapping Machine with extended conveyor, 1 Model DW-1 Wrap-King Wrapping Machine. Pump bars for National Equipment Depositors: 1-Single 18, 2-single 20, 1-single 24, 1-single 30, 1-single 30 with two-tone attachment, 1-double 30, 1-double 40, 1-triple 40, 1-35 Gallon capacity Monel metal steam jacket kettle with direct motor driven single acting agitator. Fred W. Amend Co., Danville, Ill.

FOR SALE: F & B Cream Ball Beater, 4 ft. 3 HP, single phase 115/230 volts 60 Cycle. Very little used. Perfect Condition. Price $600. F.O.B. Atlanta, Georgia. Hanes Supply Company, 131 Mangum St., S.W., Atlanta, Ga.

HELP WANTED

WANTED: ENROBER MAN, experienced in production of top quality Miniature Chocolates, able to handle non-automatic tempering, adjust tunnels etc. New York City. Box 885 **The MANUFACTURING CONFECTIONER.**

MACHINERY WANTED

WANTED: Savage revolving pan 18", Groen gas vacuum cooker, 2 ft. Dayton cream beater, 20 qt. vertical mixer; small size horizontal marshmallow beater; 6" chocolate coater; 50# chocolate melter. New or used equipment wanted. State condition and price of equipment. Box 1253, **The MANUFACTURING CONFECTIONER.**

WANTED: Used Hudson Sharp bar wrapping machine. Box 151 **The MANUFACTURING CONFECTIONER.**

WANTED: One 40 single pump for a National Equipment-depositor. Box 153 **The MANUFACTURING CONFECTIONER.**

WANTED: Small Warner cylinder beater and cooling tank. Box 154 **The MANUFACTURING CONFECTIONER.**

POSITIONS WANTED

Position Wanted

Life Time Experience in Chocolate Manufacturing

Founded and built up a successful chocolate manufacturing business, now in other hands.

Capable of operating a business on economic and **profitable** basis, both in production and marketing, on coatings and package goods.

Now in 50's and wants to remain active for a few more years. Can help a company either modernize and revamp their plant or set up a new operation. Would want to train younger men to take over in a few years. Box 150 **The MANUFACTURING CONFECTIONER.**

PAN MAN. Expert in general line, 35 years practical experience, hot and cold grossing, chocolate pan work, finish and polishing; bubble gum base, and regular chewing gum line. Best of references. Holding position as foreman, desire change. Box 1156, **The MANUFACTURING CONFECTIONER.**

BUBBLE GUM BASE Man experienced in bubble gum base and regular chewing gum for pan line. Willing to go anywhere to teach the process of making the base. Panning, coloring and polishing the same. Box 1155, **The MANUFACTURING CONFECTIONER.**

POSITIONS WANTED

SITUATION WANTED: As General or plant manager. Also interested in buying into partnership. Capable of streamlining plant operations, formulating cost and quality control. Experienced in personnel, office routine, sales, purchasing and packaging of all types of candy from Bar goods to fancy packaged chocolates. Hard candies and all other types of confections. Have been in executive and official positions with one of the largest, quality, general line manufacturers for many years. Box 152 The MANUFACTURING CONFECTIONER.

MISCELLANEOUS

Frank Z. Smith, Ltd., Mfg. Sales Agts. Box 24 Camp Taylor St. Louisville 13, Ky. Candies Specialties, Territory Ky. Tenn. and Ind. 3 salesmen.

FOLDING CANDY BOXES: All sizes carried in stock for prompt delivery. Plain, Stock Print or Specially printed. Write for our new catalog of Every-Day and Holiday Fancy Boxes, and all Paper Products used in the manufacture and packaging of candies. PAPER GOODS COMPANY, INC., 270 Albany Street, Cambridge 39, Mass.

LINES WANTED

CANDY AND ALLIED LINES for Western Pennsylvania. Twenty years experience same territory. Box 1255, The MANUFACTURING CONFECTIONER.

LINES WANTED: Broker covering Pennsylvania excluding Philadelphia, open for line or specialty items. Call on jobbers, chains, supermarkets and vendors. Over 25 years experience, large personal following with trade. Box 1256, The MANUFACTURING CONFECTIONER.

Confectionery Brokers

Atlantic States

HERBERT M. SMITH
318 Palmer Drive
NO. SYRACUSE, NEW YORK
Terr.: New York State

BUSKELL BROKERAGE CO.
1135 East Front Street
RICHLANDS, VA.
Contact Wholesale Groceries, Candy Jobbers and National Chains
Terr.: Va., W. Va., Eastern Tenn., and Eastern Kentucky

JIM CHAMBERS
Candy Broker
84 Peachtree Street
ATLANTA, GEORGIA
Terr.: Ga., Ala., and Fla.

WM. E. HARRELSON
Candy & Allied Lines
5308 Tuckahoe Ave.—Phone 44280
RICHMOND 21, VIRGINIA
Terr.: W. Va., N. & S. Car.

SAMUEL SMITH
2500 Patterson Ave. Phone 22315
Manufacturers' Representative
WINSTON-SALEM 4, N. CAR.
Terr.: Virginia, N. Carlina, S. Carlina

W. M. (BILL) WALLACE
Candy and Specialty Lines
P. O. Box 472—111 Rutland Bldg.
DECATUR, GEORGIA
Terr.: Ga. & Fla.
Thorough Coverage

East Central States

BERNARD B. HIRSCH
2950 N. Holton Street
MILWAUKEE 12, WISCONSIN
Terr.: Wis., Ia., Ill. (excluding Chicago), Mich. (Upper Penn.)

FELIX D. BRIGHT & SON
Candy Specialties
P. O. Box 177—Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr.: Kentucky, Tennessee, Alabama, Mississippi, Louisana

West Central States

JAMES A. WEAR & SON
P. O. Box 27
BALLINGER, TEXAS
Territory: Texas

Mountain States

G & Z BROKERAGE COMPANY
New Mexico—Arizona El Paso County Texas
P. O. Box 227 ALBUQUERQUE N. Mex.
Personal service to 183 jobbers, super-markets and department stores. Backed by 26 years experience in the confectionery field. We call on every account personally every six weeks. Candy is our business.

KAISER MICHAEL
Broker
Manufacturers' Representative
"World's Finest Candies"
911 Richmond Drive, S. E.
ALBUQUERQUE, NEW MEXICO
Terr.: New Mexico, Arizona & El Paso, Texas area

Pacific States

LIBERMAN SALES COMPANY
1705 Belmont Avenue
SEATTLE 22, WASHINGTON
I. Liberman Cliff Liberman
Terr.: Wash., Ore., Mont., Ida., Utah

HARRY N. NELSON CO.
646 Folsom Street
SAN FRANCISCO 7, CALIF.
Established 1906
Sell Wholesale Trade Only
Terr.: Eleven Western States

RALPH W. UNGER & RICHARD H. BROWN
923 East 3rd St.
Phone: Mu. 4495
LOS ANGELES 13, CALIFORNIA
Terr.: Calif., Ariz., N. Mex., West Texas & Nevada

Advertisers' INDEX

Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.

★ ★ ★

RAW MATERIALS

PRODUCTION MACHINERY AND EQUIPMENT

PACKAGING SUPPLIES AND EQUIPMENT

doodlings —by tom sullivan

HIP - HIP, Old Boy, Hip-Hip! Cheerio! Happy New Year and all that sort of thing.

HERE'S WISHING YOU a year-long hangover of 1955 prosperity. Good, eh, what?

WE WEREN'T HERE nor even there last month. Left old Stanley Allured out on a bit of a limb. And started a few rumors to boot. From the usual source, of course.

AT THIS POINT it may be in order to quote a stanza from Edwin Markham's "Man-Making"—

Why build these cities glorious
If man unbuilded goes?
In vain we build the world, unless
The builder also grows.

OUR OLD FRIEND, Pasquale Margarella, has signed off after more than fifty years of activity in candy business, activity that was as honorable as it was ingenious and diligent.

As a reporter, we were wont upon occasions to ask Mr. Margarella this question, among others:

"And how's business?"

Whether the times were good, bad or indifferent, the answer invariably was:

"Jussa same."

THIS ONE WAS taken out of context because there was nothing else to do with it. It's an observation of a packaging sage:

"The average intelligence isn't capable of imagining all these raw materials—cold carcasses or uncooked vegetables, etc.—in the form of a piping hot meal. It has to be helped."

Well, sir, if tonight's canned stew doesn't measure up to expectations, don't blame your wife. Take it out on the label artist.

THIS ONE HAS been attributed to Machiavelli:

"All alliances are fragile because the respective parties are more concerned with their particular interest than with their common advantage."

Allowing that this is so, it is hardly an effective argument against cooperative endeavor for commendable purposes.

GOOD SENSE, we're told, travels on the well-worn paths; genius never. And that is why the crowd, not altogether without reason, is so ready to treat great men as lunatics.

THEY WERE SEATED at table polishing off a highball—Smith, Garcia, Cohen and Murphy. Suddenly it dawned upon one of them that each bore a very common name.

"True enough," said another—Murphy, of course—"but it matters not how common a man's name so long as he himself is *not* common."

To this, all agreed as they could. For they were uncommon men.

ADVERTISING CAME into the world, according to a leader in that profession, when men became too impatient to wait for Mrs. Jones to tell Mrs. Smith that Brown's pickles were good.

But such impatience can be ascribed to only relatively few candy manufacturers.

NO LINT GATHERS on his linen nor fuzz neath his nares, but the important thing about him is that he's an idea man whose utterances seldom fail to command attention.

So, when Weatherly B. Fobbs says that what the industry needs is not only more wholehearted participation in special promotions for holidays already on the Candy Calendar, but also *more holidays for special promotions*, you're sure to be interested.

WEATHERLY'LL KEEP us posted from time to time but right now he notes that January 1-7 is *Odorless Decoration Week*. This is not particularly suggestive, he admits, except as a time for neutralizing any and all malodorous situations in which one may have found himself recently enough to be remembered.

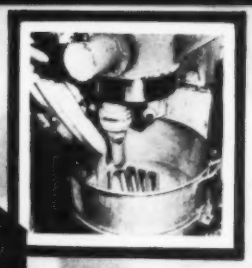
THE LOUISIANA YAM Supper Season—no longer merely a local festive period—runs from January 1 to February 15. But of genuinely national significance is the fact that January—from beginning to end—is *Super Market Month*. This, Weatherly believes, is an occasion when a worthwhile impression can be made if all candy manufacturers shop the supers and divest the shelves of as many of their competitors' items as are presented thereon. In this way, he says, the ratio of turnover to the quantity of items stocked should be considerable, and then some.

IF STILL ENGAGED in New Year planning, give thought to some findings by Researcher A. C. Nielsen who says—

There are two basic ways to improve an unsatisfactory position in an established field:

1. Concentrate on a particular *item* in your line which is losing ground or which is failing to hold up to its potential.

2. Concentrate on a *territory* in which your position is sagging or below average.



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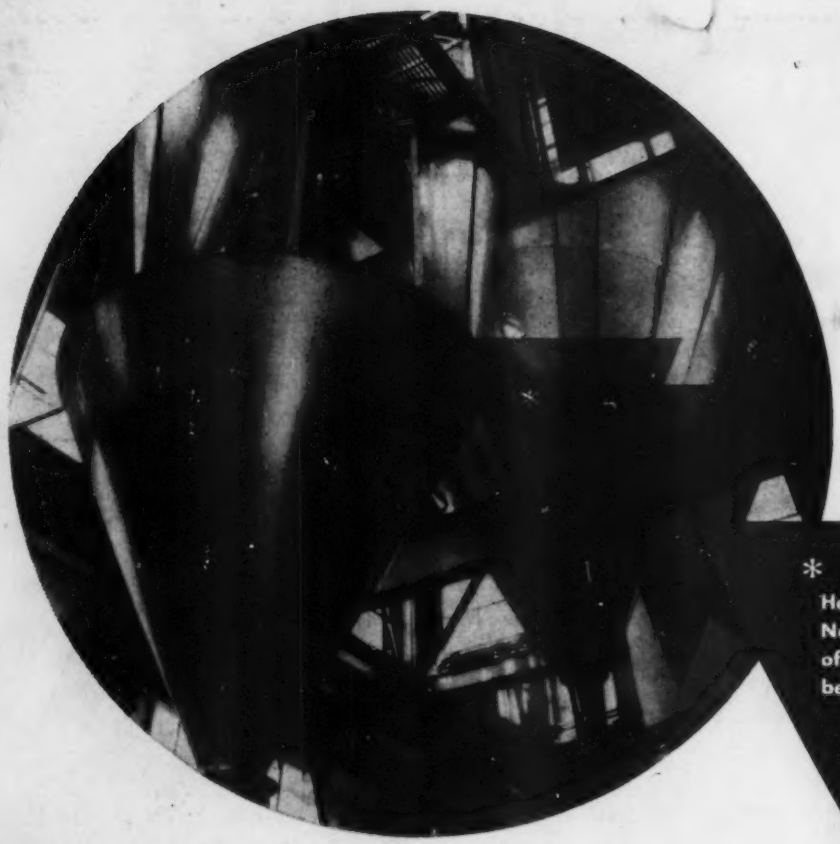

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